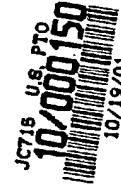


Applicants: Peter T. Barrett and Daniel Danker  
 Serial No.: N/A  
 Filing Date: N/A  
 For: ADVERTISING USING A COMBINATION OF VIDEO AND  
 BANNER ADVERTISEMENTS

Att'y Docket No.: 14531.96  
 Group: N/A

INFORMATION DISCLOSURE CITATIONS MADE BY APPLICANT

Other Documents  
 (including author, title, pertinent pages, etc.)



Examiner  
 Initial\*

- BB 1 Ehrmantraut et al., *The Personal Electronic Program Guide – Towards the Pre-selection of Individual TV Programs*, CIKM, pp. 243-250, 1996.
- BB 2 Rosengren, J., *Electronic Programme Guides and Service Information*, Phillips J. Res., Vol. 50 No. 1/2, pp. 252-265, 1996.
- BB 3 Tarrant D.R., *An Open European Standard for an Electronic Programme Guide*, International Broadcasting Convention, pp. 440-446, September 1997.
- BB 4 Morington-West, A., *Some Issues With ESGs and EPGs Helping the Consumer to Navigate*, The Institution of Electrical Engineers, pp. 1-5, 1998.
- BB 5 Khosrowpour M. et al., *Effective Utilization and Management of Emerging Information Technologies*, IRMA International Conference, pp. 652-656, May 1998.

References Cited by Applicants

While the filing of Information Disclosure Statements is voluntary, the procedure is governed by the guidelines of Section 609 of the Manual of Patent Examining Procedure and 37 C.F.R. §§ 1.97 and 1.98. To be considered a proper Information Disclosure Statement, Form PTO-1449 shall be accompanied by a copy of each listed patent or publication or other item of information and a translation of the pertinent portions of foreign documents (if an existing translation is readily available to the applicant), an explanation of relevance of each reference not in the English language, and should be submitted in a timely manner as set out in MPEP Sec. 609.

Examiners will consider all citations submitted in conformance with 37 C.F.R. § 1.98 and MPEP Sec. 609 and place their initials adjacent the citations in the spaces provided on this form. Examiners will also initial citations not in conformance with the guidelines which may have been considered. A reference may be considered by the Examiner for any reason whether or not the citation is in full conformance with the guidelines. A line will be drawn through a citation if it is not in conformance with the guidelines AND has not been considered. A copy of the submitted form, as reviewed by the Examiner, will be returned to the applicant with the next communication. The original of the form will be entered into the application file.

Each citation initialed by the Examiner will be printed on the issued patent in the same manner as references cited by the Examiner on Form PTO-892.

The reference designations "A1," "A2," etc. (referring to Applicant's reference 1, Applicant's reference 2, etc.) will be used by the Examiner in the same manner as Examiner's reference designations "A," "B," "C," etc. on Office Action Form PTO-1142.

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Examiner:

*Blair B. Boren*

Date Considered:

*5/26/2004*

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